



At b:blunt, the software too could cut fine

Case in point : b:blunt

The business

- Profile : Premier salon and prominent lifestyle brand
- Product range : Salon services offering wide range of styling for regular and special occasions
- Operations : Salon chain

Situation

Business issues

- | | |
|----------------|--------------------------------------------------------------------|
| Direct styling | Differentiated by mapping a client profile to the best styling fit |
| Standardized | Standardized styling, in apparatus, training and client counseling |

IT roots

- A revisiting client should be treated as same
- Assistance to styling - IT could bill the customer without wanting to know her

Bottom line: Standardized styling needed better analytics advice for clients to revisit

The IT as a Service way

It is not pick & choose, but being blunt

The business is largely advisory where clients would walk into the salon with no idea about what style would suit them the best. Many-a-times, the stylist would need to recommend the style for the day. Clients loved this attitude and soon learnt to trust the salon.

For B'Blunt, this is a promise that depends on two things. One, training the stylists in the art of styling and counseling the clients. Two, there should be a mechanism of knowing the client outside the stylist's own skill and this is where our solution helped.

"You haven't tried the short steps for a while... how about today?"

Our Wellness solution helped in tagging the appointment process with services. As and when the client books an appointment with the stylist, the stylist would see what is his/her routine and accordingly, arrange for the requisite apparatus.

This process carried some vital information that changed B Blunt's way of operation.

After an appointment, the stylist could retrieve the client's profile details such as her preferences, lifestyle, hair color shades she already tried and so on.

So when the client walked in next time, the stylist already had a few ideas in mind.

In fact, the software was little blunt too and it would, with little ambiguity, recommend what would be the next style to try on.

To Summarize

- Standardized but rich set of styles
- Service is highly advisory recommending the best styles to try on
- The advisory mechanism largely relied on training to stylists
- The stylist had the software to tell a lot about the client
- The software could also recommend a style on its own

Relevant part of the software

- Wellness solution
 - Appointment booking
 - Service management
 - Inventory management
 - Point of Sales (PoS)
- CRM
- Business Analytics
- HRMS
- Payroll

"It has been a great pleasure working with the informative, helpful and professional TCS team from the moment we began our interactions. The training has been first class and we look forward to making the most of the new system to help us grow our business. It is fantastic that a small to medium size business like ours can avail the help and resources of such a huge company."

Osh Bhabani
Director,
b:blunt